



Praxisbuch Usability und UX

By Jens Jacobsen

Rheinwerk Verlag GmbH Jun 2017, 2017. Buch. Condition: Neu. Neuware - Praxislösungen für alle Usability-Fälle Nutzer kennenlernen und verstehen Projekte sinnvoll planen und umsetzen Mit umfangreichen Usability-Guidelines Von Praktikern für Praktiker: Dieses Buch enthält alles, was Sie für die Planung und Umsetzung nutzerfreundlicher Webseiten wissen sollten. Profitieren Sie von jahrzehntelanger Erfahrung und lernen Sie, wie Sie Seiten navigierbar gestalten, Inhalte zugänglich präsentieren und User begeistern. Die Anleitung für alle, die neue Websites erstellen oder bestehende verbessern möchten. Auch geeignet als Nachschlagewerk! Aus dem Inhalt: User Centered Design Agiles Usability Engineering Personas, Tests und Reviews Nutzerführung und Seitengestaltung Mockups und Wireframes Mobilgeräte und Nutzungskontexte Inhaltselemente sinnvoll einsetzen Nutzerfreundlich schreiben A/B-Tests und Analysen Galileo Press heißt jetzt Rheinwerk Verlag. 511 pp. Deutsch.



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